



BROCKTON STOREFRONT GUIDELINES

Brockton Storefront Guidelines was prepared under the guidance of the
Brockton Redevelopment Authority and Campello Mainstreets Steering Committee

Mayor Bill Carpenter

Robert Jenkins, Director
Brockton Redevelopment Authority

Rob May
Director of Planning and Economic Development

Written and produced by

The Narrow Gate Architecture, LTD.
Boston, MA

Bob Wegener
Tim Smith
Sara Briggs

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INTRODUCTION

Storefronts occupy a unique place in urban commercial development as well as in our imaginations. The very word conjures quaint memories of small business owners, big windows, maybe a retractable striped awning, and attractive signs. Or perhaps we recall theatrical displays in large downtown department store windows. Functionally, it provides the possibility for a dynamic interface between shop owners who have something to offer and a public that wants to visually understand the business offerings in their neighborhood, or immediately comprehend what is available on an unfamiliar street. Also, the term “window shopping” would not be part of our vocabulary without storefronts as it describes an enjoyable pastime performed in public civic space. We partake in this collective activity among strangers and often with friends and the measure of our experience is an indicator of the civic and economic health of that community. At a very practical and physical level storefronts represent the public face in the street wall at “eye level” of any commercial street and its appearance is critical to its success. It allows for “personalization” by a business owner within a larger commercial context.

Imagine for a moment a street with ground level businesses but with small or no windows, minimal signage, and no special lighting to communicate what business is behind the streetwall. One can picture an uninviting, sterile, and unpleasant sidewalk experience. Although this is an extreme example of “what not to do”, storefronts in many American urban districts have been built and modified to resemble this extreme approach. Whether for security reasons, budget constraints, or lack of overall design guidance, owners have installed metal grates, small windows, inappropriate materials, illegible or excessive signage and garish lighting in an effort to promote their businesses. This has continued a decades-long trend that has been detrimental to the overall appearance of commercial districts and has undermined the civic experience of this crucial public environment. Unfortunately, this trend has been true for parts of the Campello Main Street District. This may appear to be overly critical for those who share affection for and financially support the businesses in this district, however, the first step to improving this area is to acknowledge and recognize why improvements need to be made.

The City of Brockton (the “City”) understands the reasons for the less than ideal modifications that have been made over the past few decades. The City stands ready to assist small business owners with reversing this trend. The Purpose of these guidelines is to improve the public experience in the Campello District by enhancing the appearance of its streetwalls and storefronts. The Objectives include working with business owners to identify physical improvement opportunities through two instruments: these design guidelines and financial assistance from the City through the Brockton Facade Loan Program.

These Guidelines are structured to assist in the effort to improve storefronts in the Campello Mainstreets District; they aim to:

1. Provide critical information with regard to applicable state and local regulations that may impact improvements
2. Identify links to other pertinent resources
3. Establish basic Principles that describe Purposes and Objectives in more detail
4. Explain basic storefront components
5. Clarify the City's Expectations and Priorities with regard to improvements
6. List and define applicable terms associated with storefront redevelopment
7. Present ideas for incremental improvements over time based on established Principles.



ELEMENTS OF STOREFRONT



GLAZING

Storefront, punched windows

Consider energy efficiency, degree of transparency, amount of glazing



PROJECTIONS

Awnings, sun shades, lighting, signage

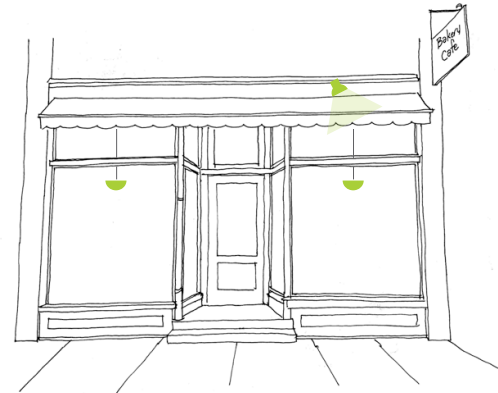
Review zoning regulations



SIGNAGE

Awning, blade sign, band sign, glass printing

Review zoning regulations; keep it simple



LIGHTING

Limit excessive lighting; install attractive, energy efficient fixtures; allow interior lights to be seen from outside



ENTRY

Clearly mark entrance; consider accessibility; consider security, hardware and material; allow for visibility



Espresso • Teas
Locally Roasted Coffee

Sundays
Brunch
7:30 am • 3 pm

Bagels • Breads
Pastries • Cakes • Pies

Bakery
& Café

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DESIGN PRINCIPLES

A basic understanding of the term “Principle” is important when talking about design which can be a more subjective discipline. A cursory review of the dictionary bears out the following definitions which are helpful in this case:

- a fundamental, primary, or general law or truth from which other decisions are derived
- an adopted rule or method for application in action

If we were considering a legal case or establishing rules of conduct for a school, the rules would be definitive and objective. In the case of design principles, there is more room for interpreting design principles “from which other decisions are derived.” In this case for Campello, they help guide and illustrate overall objectives and strategy for the collective appearance of buildings; they also invite ideas from individuals. However, they also establish limits to improvements that could be unacceptable or detrimental to neighbors and the district as a whole. At the same time, they are intended to provide room for interpretation so that business owners retain some agency within a certain framework of the larger district needs and preferences.

1 BEST FACE FORWARD

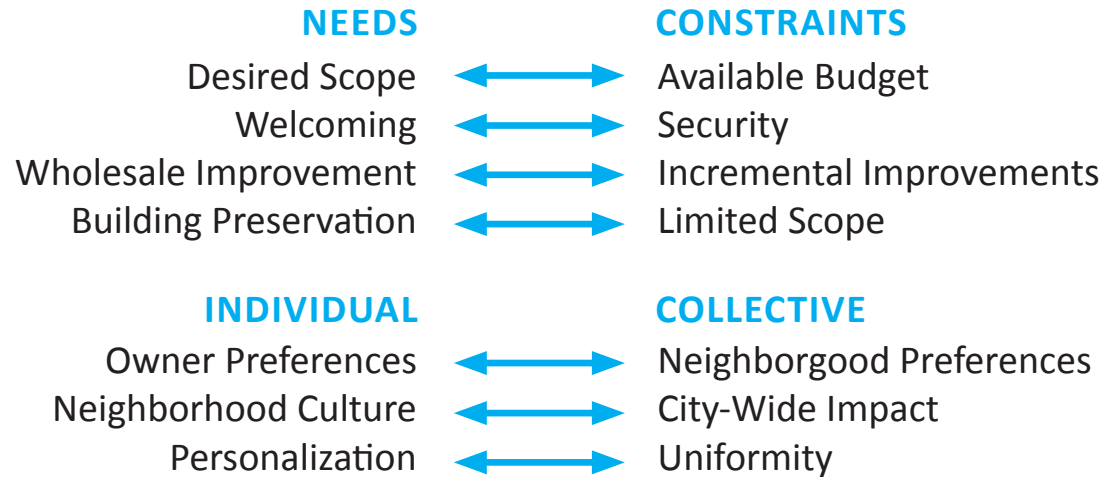
2 PEOPLE MATTER

3 BE A GOOD NEIGHBOR

4 BUILDING VALUES

5 DETAILS, DETAILS

6 SHOW, DON'T TELL



EXPECTATIONS

The City of Brockton is experiencing a period of reinvestment and revitalization especially in the downtown area. The City recognizes that the same level of investment may not reach adjoining districts for some time and that resources need to be earmarked and directed to commercial districts like Campello. In this way, the City commercial districts are improved concurrently.

Without large scale investment or capacity by local business owners in the Campello Mainstreets District, the City also recognizes several inherent tensions that exist that demonstrate the interest of the City to revitalize Campello while acknowledging the business owner's constraints and local concerns.

If the design principles reflect strategies for desired outcomes, then what are the tactical components and moves that address the needs and constraints presented above? Provided with each design principle are the minimum expectations designated by the City for participation in the Brockton Façade Loan Program as well as other suggestions for enhanced incremental improvements or for new construction. You will find that some strategies fall under more than one principle.

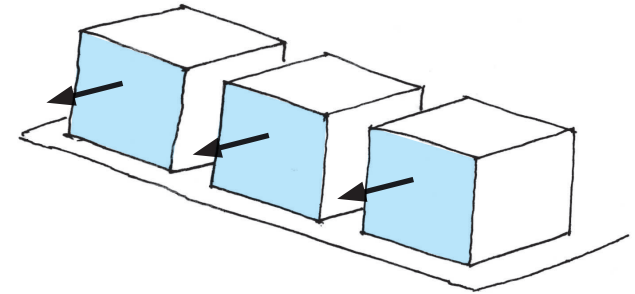
DESIGN PRINCIPLES

1 BEST FACE FORWARD

Fronts of buildings are a distinguishing feature of your business. They also establish the streetwall along a street in a neighborhood. Approachable and visible from the sidewalk and roadway, and since most buildings in business districts are attached, the front face is the best face of the building, while the rear tends to be service-related.

In traditional urban business districts such as in Brockton, the front of commercial buildings face the public right-of-way, or the street and sidewalk. Front entry doors to businesses should be easily identifiable and typically accessed from the sidewalk. Signage for the building faces the public right-of-way.

New and improved storefronts in the Campello Mainstreets District shall face the public right-of-way whenever possible.



APPROPRIATE TO FRONT

- Primary entrance
- Primary display
- Awnings or canopies
- All work funded by the facade loan program

APPROPRIATE TO REAR

- Trash storage and removal
- Parking

EXPECTATIONS

1. Funded renovation work shall be at the front of the building or both street facing facades of a corner building.
2. The front of the building shall be easily identified.
3. The front of the building shall face a public right-of-way.
4. The front door to businesses shall be easily identifiable as a primary entrance and shall face the public-right-of way whenever possible. The main entry is to be handicap accessible and in compliance with Massachusetts Architectural Access Board (MAAB) Regulations and ADA as required; in some cases variances may be granted.
5. Primary display windows shall face the public right-of-way/sidewalk.
6. Awnings or canopies should enhance and reinforce the front façade and entry to the building.

DESIGN PRINCIPLES

2 PEOPLE MATTER

Clearly the success of a business depends on the ability and willingness of consumers to patronize the shop or store. Imagine designing the front of a commercial building as if it was placed along an interstate highway. What would be the design approach if potential customers were traveling along at 60 miles per hour? Almost all commercial storefronts in urban commercial districts are not on highways but on streets with highly regulated vehicular speeds and abutting public sidewalks. Well-designed urban streets and sidewalks reflect what can be thought of as “people scale”, that is, the size of a person figures greatly into the width of a sidewalk, the height and width of an entry door, the appropriate size of letters in a sign. Successful business districts include storefronts that do not feel alien to pedestrians, but feel inviting and familiar.

Well-designed urban storefront environments invite people to preview the contents of the business and make a visual connection with a business before entering. Attracting people to businesses is common sense and an overall goal of these guidelines. When multiple businesses in a focused area succeed at attracting customers, a “sense of place” is created which strengthens civic pride.

EXPECTATIONS

1. Windows, doors, and signage shall reflect a scale that is easily identified with sizes that relate to the size of the human body.
2. Windows shall focus on providing transparency to the interior of the building. Allow and invite the public to make a visual connection with the business before they open the door.
3. When possible provide or preserve space in front of the building for human interaction such as casual conversation or outdoor dining.



DESIGN PRINCIPLES

3 BE A GOOD NEIGHBOR

Successful urban commercial and shopping districts are known for the collection of businesses in that district and not for individual stores or businesses. Downtown Crossing in Boston is not known for any one store nor is Rodeo Drive in Beverly Hills! This principle addresses the importance of the physical presence and appearance of all commercial buildings contributing to a collective whole that is greater than the simple sum of its parts.

The aspects of this principle include the following criteria:

Street Edge Alignment

Buildings shall respect a common reasonable setback as determined by zoning regulations, or the common existing building alignment when allowed by zoning regulations. Buildings in urban districts often have a zero-lotline setback which means the building front aligns with the front property line. Accessories such as canopies and signage shall also meet the requirements of ruling zoning regulations and as provided in these guidelines.

Building Adjacencies

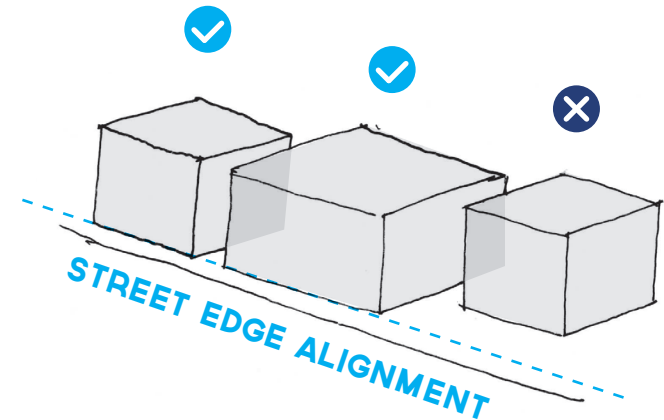
Design respect for neighboring buildings includes complementing adjacent buildings through scale, lighting, material selection, color, signage and building amenities such as awnings.

Regulation Compliance

Design must comply with accessibility for all people to the greatest extent possible while meeting health and safety compliance with regard to mechanical, electrical, and structural systems

Variation within Uniformity

Not all storefronts should be the same causing confusion and a tiresome and uninteresting sameness. On the other hand, too much variation detracts from the collective visual strength of a commercial district and can be overwhelming and equally confusing to the public. The goal is to personalize and create variety while respecting your neighbors.



1. Buildings shall be situated to reflect the zoning ordinance for that district with regard to setbacks from the property lines. This may include consistency with existing building alignments when allowed by zoning regulations.
2. Building height and other dimensional criteria shall conform to the governing zoning ordinance unless proposed variances are supported by the Planning Department and approved by the Zoning Board of Appeals.
3. Building entrances shall be made accessible to citizens with disabilities to the greatest extent possible or as required by applicable regulations.
4. Building appearance shall be complementary to adjacent structures and sub-district buildings with regard to scale and finishes.
5. Parking will not be permitted between the front of the building and the property line that aligns with the public right-of-way, unless this is a pre-existing condition.
6. New buildings shall be complementary with the existing building context.
7. If security grates are to be used, they shall be installed on the interior behind the windows/glazing of the front façade.
8. Exterior building finish materials and colors shall be complimentary with the building context and shall be subject to review by the Planning Department/BRA.
9. Trash storage and removal shall be located in a location that is screened from the public right-of-way to the greatest extent possible; trash storage and disposal locations shall be screened and not be a detriment to adjacent buildings and uses.
10. Exterior Lighting shall be at appropriate lighting levels, focused on the entry and signage, and avoid causing glare into the street, onto the sidewalk, and on to neighboring buildings. LED fixtures are preferred.
11. Installation of security cameras are required.



DESIGN PRINCIPLES

4 BUILDING VALUES

Existing Buildings: understand the historic character and features with a plan toward restoration when and if possible; when existing buildings being renovated are not historic, improvements should be harmonious with any adjacent historic buildings and the fabric of the sub-district.

Respect the original structural elements of the storefront and building facade

New Buildings: respect the context of the district and adjacent buildings with sensitive massing, fenestration, and material choices



EXPECTATIONS

1. The City reserves the right to determine which buildings are significant in this district and which building and building storefronts may not be demolished.
2. Buildings eligible for historic designation shall be preserved.
3. The Owner shall endeavor to preserve, restore, and/or replace significant architectural and structural elements of the existing building as part of the renovation when appropriate.
4. Modifications of existing buildings that are considered “historic” in nature or part of a historic district shall be subject to review by the Brockton Historical Commission
5. New buildings and new storefronts shall be complementary to abutting buildings and the existing district context. This includes massing, scale, fenestration, entry, signage, and materials.

DESIGN PRINCIPLES

5 DETAILS, DETAILS

In addition to accomplishing the larger building design issues reflected above, smaller details complete the work. These details may be as simple as paint accents, a more elegant sign, window and door trim, or other architectural accoutrements. Well-considered and crafted details can provide a unique appearance and convey a memorable brand.



EXPECTATIONS

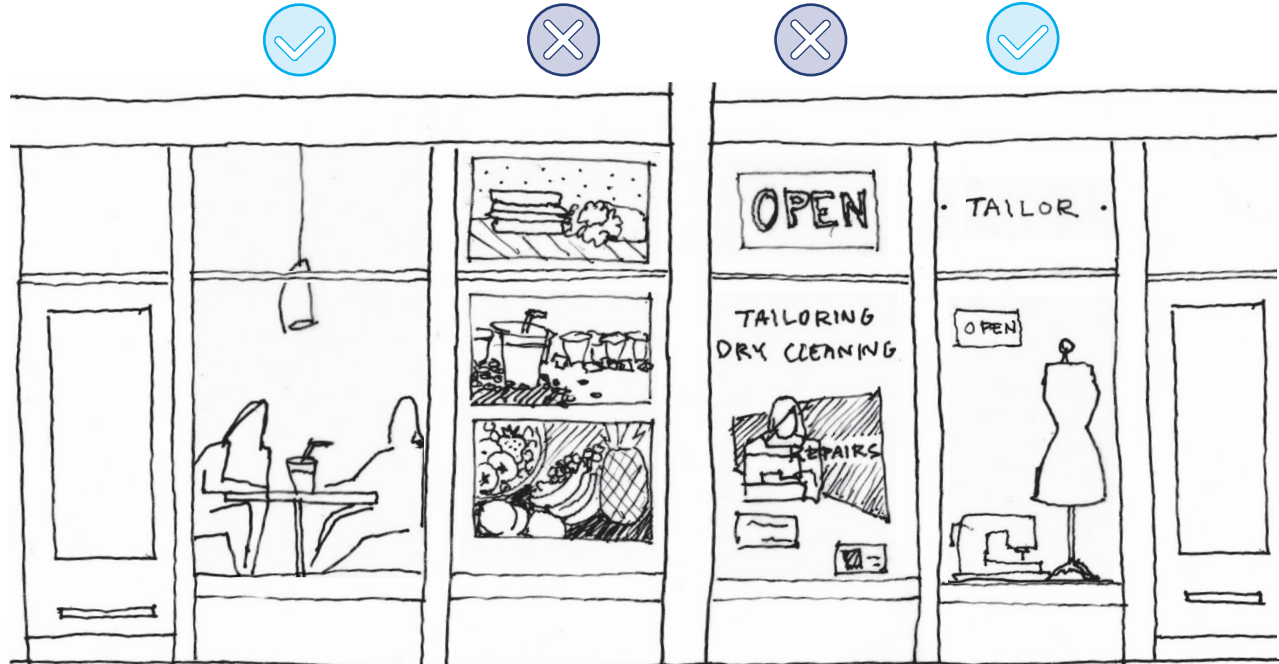
1. As above, the Owner shall endeavor to preserve, restore, and/or replace significant architectural and structural elements of the existing building as part of the renovation. People enjoy seeing the preservation of architectural details from another era.
2. Regardless of the budget, pay attention to well-designed detail for new components of a storefront.
3. Opt for unique and locally made signage in lieu of a generically produced sign. National brand signs are not allowed.



DESIGN PRINCIPLES

6 SHOW, DON'T TELL

Storefronts have the capacity to convey a story: all good stories “show” by emphasizing imagery, colors, and textures rather than just stringing together words. When the building work is complete, in what way are products and services communicated to the passing public? Is it simply through signs or can the product itself be displayed for public view? How can your product and services be communicated in a simple, elegant, and memorable fashion without overwhelming a display with print signage or merchandise? Well-designed elements of Signage, Windows, and Lighting can thoughtfully combined with merchandise to achieve an attractive “story”.



DESIGN PRINCIPLES

DO

- ✓ Provide views into the store
- ✓ Use signage selectively for advertising
- ✓ Use blinds selectively to deal with glare

DON'T

- ✗ Block windows with excessive signage
- ✗ Use blinds for privacy or security
- ✗ Install security grates over windows

EXPECTATIONS

1. New windows and/or glazing shall attractively display the wares or components of the business behind the storefront.
2. If advertising material appears on vertical glazed surfaces of the storefront, it shall cover no more than 20% of the available clear glazing and be temporary (displayed for no more than 30 days).
3. Signage design shall be consistent with the requirements of the applicable zoning ordinances for this district and subject to qualitative review by the Planning Department/BRA.
4. Blinds should be used only as protection from sun glare and not as a method for preventing visibility and transparency into the storefront. Blinds may not be used for privacy or security.
5. Maximize area of glazing for new storefront or windows to allow for transparency from exterior to interior.



RECOMMENDATIONS

Not every business owner possesses the funds to achieve the objectives of every principle. Not every building has an architectural character that is worth preserving or restoring. These are practical realities. The City understands that most improvements, as funded by the Brockton Façade Loan Program are likely to be incremental and modest. However, the City expects that such incremental improvements must be appropriate and prepare the way for further improvements that comply with these guidelines.

Even with a low or modest budget, it is possible to make improvements that benefit the business while contributing to a better civic and commercial environment in the Campello District.

In light of these practical realities, informed choices need to be made that respond to two basic constraints: the available budget, and what the City sees as its priorities which are listed below and followed by suggested ideas for achieving incremental improvements.

Continuum of Priorities

The guidelines attempt to take a common sense approach to priorities: It doesn't make sense to paint an old façade if the wood is rotted, or install new windows if there are significant structural problems. For the overall physical integrity, commercial stability of the Campello Mainstreets District, the City's list of priorities may be understood to be the following:

PRIORITIES

1

BUILDING STABILIZATION

Remove or repair or replace loose materials that could fall from the building.
Address structural deficiencies and trip hazards
Improve life safety conditions

2

CODE UPGRADES

Accessibility, if required; meet current ADA and MAAB standards
Fire Safety and Protection

3

FUNCTIONAL IMPROVEMENTS

Accessibility, even if not required by code
Clear Entrance and address with a clearly visible building number
Basic Signage
Basic and Safety Lighting; LED fixtures recommended

4

AESTHETIC AND APPEARANCE IMPROVEMENTS

Painting; color palette compatible with historic Campello buildings
Awning or canopy; backlit and over-scaled canopies not allowed in the loan program
Enhanced lighting; LED fixtures recommended
Storefront windows; keep window signage simple and minimal; displays to be uncluttered
Landscaping; to be consistent with Campello Mainstreets streetscape.

5

SECURITY

Install security cameras linked to a public safety network. Program participants will be encourage to have exterior security cameras.

RECOMMENDATIONS

NO-COST APPROACHES

- Engage the City to review an existing building or new building site and its existing conditions and verify the City's specific expectations.
- When visiting other neighborhoods and towns, take note and photograph storefronts that you like and which achieve similar objectives.
- Keep it simple; uncluttered storefronts communicate more clearly and are often more inviting to prospective customers.

LOW-COST APPROACHES

EXTERIOR IDEAS



- Remove unattractive blinds
- Remove metal grating and security grilles
- Remove overscaled or back lit canopy if present
- Remove old, inappropriate, or inaccurate signage
- Install a fabric canopy with simple signage on the canopy
- Maintain clean windows and doors
- Maintain clean and swept sidewalks and streets in front of the business; consistent with the Campello Mainstreets "Clean Sweep" Program.
- Add one or two appropriate paint colors
- Repair rotted wood or other decayed or damaged materials

DISPLAY IDEAS



- Remove paper advertisement from windows to promote transparency
- Consider maintaining simple healthy plants in the storefront window
- Consider planting near the entry if space allows

RECOMMENDATIONS

LOW-COST APPROACHES



SIGNAGE IDEAS

- Install simple lettering on windows or glazing
- Make sure address is prominent
- Install well-designed blade signage



RESEARCH IDEAS

- Evaluate the historic character of the building: is it in a historic district? Could it become a designated historic structure and therefore eligible for supplemental funding?
- Visit the Brockton Historic Commission or public library to find older photographs of the building to compare against the existing conditions
- Consult an architect who is familiar with commercial storefront design and develop an incremental plan that delineates and prioritizes each step. Consider the sequence of each step so that prior work does not need to be redone.
- Coordinate the construction cost estimate with a prioritized incremental plan and sequencing steps to determine your first improvement. Set a timeline for subsequent improvements and secure funding for the work.



BEFORE



AFTER

RECOMMENDATIONS

MIDDLE-COST APPROACHES



RESEARCH IDEAS

- Work with a builder who has experience with similar work and develop an estimate of anticipated construction costs.
- Perform selected demolition to uncover paneled or concealed storefront areas to see if architectural qualities and elements have been hidden and could be restored.



EXTERIOR IDEAS

- Add special lighting to the façade; LED fixtures recommended
- Repaint or refinish entire storefront
- Enlarge glazing areas with new storefront or multiple windows
- Increase accessibility to the front entrance



SIGNAGE IDEAS

- Install new signage in architecturally appropriate location with lighting
- Hire a professional sign painter to add business name to window



DISPLAY IDEAS

- Install attractive blinds or curtains to embellish/decorate display area without decreasing transparency from the exterior to the interior
- Add special lighting to illuminate display areas; LED fixtures recommended
- Improve merchandise display shelf or racks.



RECOMMENDATIONS

HIGHER-COST APPROACHES



RESEARCH IDEAS

- Pursue historic tax credits or other grants and loans to help pay for the restoration of historic elements of the building and storefront.
- Research historic colors and detailing for maximum appearance



EXTERIOR IDEAS

- Rebuild exterior storefront and entrance completely to provide maximum aesthetic and functional appearance
- Integrate new lighting system as part of the rebuild; LED fixtures recommended
- Provide full accessibility to the front entrance
- Renovate upper floors as appropriate to improve the entire facade



SIGNAGE IDEAS

- Install a premium sign, canopy/awning, and exterior lighting as appropriate; LED fixtures recommended



RESOURCES

Business owners in the Campello District are encouraged to familiarize themselves with the following documents:

City of Brockton Consolidated Plan FY2013-2017

Developed by the Brockton Redevelopment Authority, this plan attempts to provide a strategy towards meeting a range of identified needs within budgetary constraints.

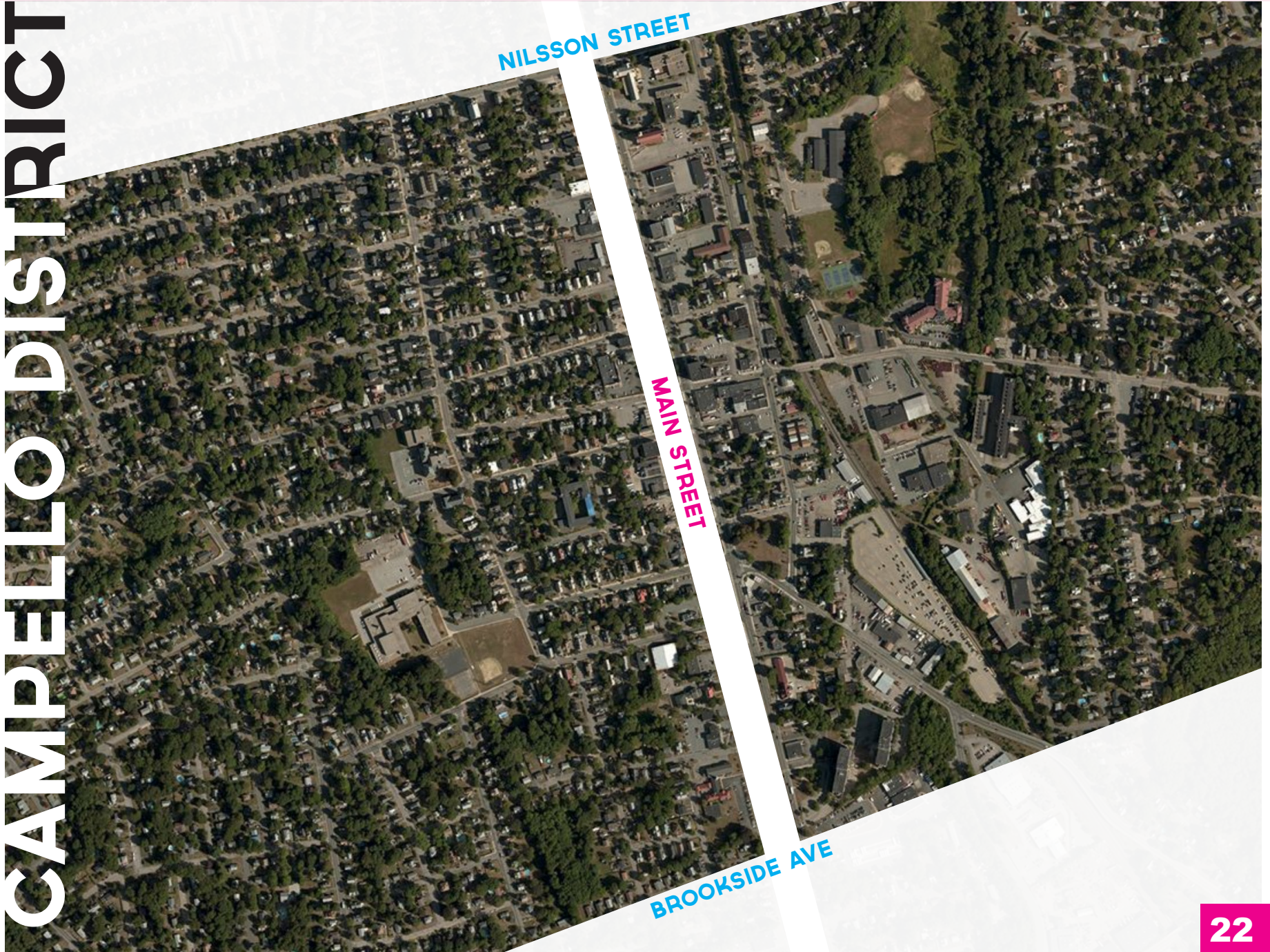
Campello Main Streets Strategic Plan (2015-2016)

Brockton Main Streets Program, a collaboration between Brockton 21st Century Corporation and the Brockton Redevelopment Authority, is one of three “main streets” organizations (Downtown, Montello) in Brockton. CMSP focuses on one of the oldest neighborhoods in Brockton and is spearheading a holistic and comprehensive approach that focuses on nine aspects of the neighborhood: Cultural, Preservation, Public Safety, Development, Recreation, Infrastructure, Marketing, Community Relations, and Media Relations.

Brockton Downtown Action Strategy (DAS)

Although the Campello District is not affected directly by the elements or requirements of this document. It is the intent that the design guidelines herein are consistent with the objectives of this document. The Principles listed in these Guidelines are thematically consistent with the DAS. Business owners in the Campello District are encouraged to review the objectives of the DAS since development in Campello may have an impact on downtown development and vice versa.

CAMPELLO DISTRICT



REGULATORY CONTROLS

Since no two storefront improvement projects are likely to be the same, the City can advise on the applicability of local and state codes and regulations as they may apply to particular improvements. The Owner may also wish to consult an architect (building code) or attorney (zoning ordinance) for additional guidance. The City will have a project design review team with representation from the BRA, C21, Police, Fire, DPW, Health, Building and Planning.

Massachusetts State Building Code (current edition)

The state building code governs material and methods for new construction and renovations in Massachusetts and may likely regulate building construction and/or storefront modifications that are to be undertaken. The state has also added amendments to the International Existing Building Code (IEBC) which should also be consulted. The City can advise business owners on code issues and permitting requirements.

Massachusetts Architectural Access Board (MAAB) Regulations 521CMR

These regulations are part of the state building code and govern aspects of the physical improvements that concern making spaces, rooms, doorways, walkways, parking lots, etc. accessible for people with physical disabilities. Typically, the extent of improvements are based on the level of investment and what kind of improvements are being made.

Brockton Historical Commission

The Commission is the “official agent of municipal government responsible for City-wide historic preservation planning. The Commission works in cooperation with other agencies to ensure that the goals of historic preservation are considered in planning and development activities throughout Brockton. It is staffed by the Planning Department.” It meets monthly to review proposed modifications to historic structures.

National Park Service (NPS), Department of the Interior

If a building is designated an historic structure by the NPS, proposed modifications will have to meet the strict requirements of the NPS for historic buildings. However, supplemental funding in the form of historic tax credits can help offset the required capital improvements. List buildings that are on the NPS Historic Register List 2016.

City of Brockton Zoning Ordinance

These are the regulations set and enforced by the City which delineate the various districts in the city and regulates what uses are best suited for that district. The Ordinance determines physical and spatial requirements relative to building height, opens space requirements, building setbacks, signage requirements, parking requirements, etc.

The Zoning District for the entire length of the Campello District is C-2, or General Commercial. In Brockton, this is one of the more flexible districts in terms of dimensional requirements. **Particular attention should be directed to Article XIV Sign Control for signage design for storefronts.** Below is a summary of the District standards:

Commercial Zone C-2

Building Height (maximum)	60 FT unless authorized by special permit
Lot Area (minimum)	None (include Sec. 27-18 max. coverage)
Lot Frontage (minimum)	None
Lot Depth (minimum)	None
Setbacks (minimum)	
Front Yard	None
Sideyard	None (20 FT if abutting residential zone)
Rear	None (20 FT if abutting residential zone)
Floor Area Ratio	None
Off-Street Parking	See Article IX, Table 4
Off Street Loading	See Article IX, table 5
Signs	Per Article XIV, Section 27-62 through 27-71 See Section 27-72 through 27-84 for Zone C-3)
Green Space (minimum)	10%

GLOSSARY OF TERMS

Accessibility	Spatial requirements that make it possible for someone with a physical disability to enter and move through a business establishment. Depending on the scope of the proposed work, the existing condition, and the cost of the work, alterations to the building entry and façade may be required to provide accessibility.
Accessory Use	Spaces or building that are used to support to the function of the primary use or building: such as a parking lot supporting the parking needs for a business, or a detached storage shed providing storage needs for a business.
Awning	Fixed or operable projecting metal frame with canvas or synthetic fabric that provides solar shading, human scale, and architectural emphasis to storefront; also may provide location for business signage.
Blind	Vertical or horizontal slats of varying materials which are typically installed in windows or doors with glazing for privacy and/or shading from the sun.
Canopy	Permanent roof-like structure extending from and supported from the exterior wall of the building construct of solid materials such as wood, metal, or glass. May be supported from above with tie-rods or from below by brackets.
Clerestory	Windows located above the moan storefront glazing or entry door that permit daylight to enter near the ceiling; also may be known as transom lites (windows).

GLOSSARY

Context	<p>How can the street or neighborhood be described and quantified?</p> <p><i>Physical Context:</i> What is the physical character of the surrounding buildings, streets, sidewalks, lots in terms of dimensional size and characteristics? Height, width, depth.</p> <p><i>Use Context:</i> How are the various buildings in the area used: commercial/business, retail, residential, institutional, industrial, religious, government/public, etc? What is the character of Each Use?</p> <p><i>Residential:</i> is it mostly single family, small two- and three-family, multi-family, midrise apartment buildings? <i>Commercial:</i> what kind of businesses? Clusters of restaurants, nail salons, barbers, grocers, drug stores?</p>
Cost Estimate	<p>An estimate of the expected cost of construction usually based on a scope of work that is supported by drawings and specifications. Often required prior to bank financing or drawdown of any subsidy.</p>
Density	<p><i>Residential:</i> Can be understood as number of dwelling units per spatial unit (acre)</p> <p><i>Commercial:</i> or square feet of commercial space per spatial unit (acre)</p>
Entry	<p>Generally the public entrance to the building; could include secondary or loading entrances for various uses, such as in a mixed-use building, and need. Relates strongly to accessibility.</p>
Existing	<p>Refers to buildings, open spaces, and uses that are currently in place.</p>
Façade	<p><i>From the French word for face;</i> With regard to the appearance, materials, and features of exterior walls of buildings. Often refers to the “front” of a building or that face which is most exposed to the public view.</p>
Fascia	<p>A facing board used as trim; may be referred to as the signboard.</p>
Fenestration	<p><i>From the French ‘fenestre’;</i> Related to windows, doors, or glazing.</p>
Finishes	<p>How building surfaces are painted or covered such as tile work for flooring, paints or stains for walls and exterior work, and ceiling material.</p>
Glazing	<p>Windows (punctured openings in an exterior wall); storefront: larger expanse of glass and aluminum or wood window framing. Various glass types are available for different appearances.</p>

GLOSSARY

Grandfathered	Refers to existing buildings and uses that historically precede subsequent zoning requirements, like changes of dimensional or use requirements, but are required to meet current requirements in whole or in part.
LED Lighting	Light Emitting Diode light fixtures are high efficiency lights that use a semi-conductor diode that emits light when conducting current. They use significantly less energy, last a very long time and cost less to operate.
Lighting	Lamps and fixtures to provide illumination at entrances, signage, advertisement, and general lighting in the business
Lintel	A structural element in stone or steel at the top (head) of a window to support construction above a window or a door; most typical in masonry construction.
Lites	Another name for glazing panels, panes, or windows.
Mansard	A type of roof with steeply sloping sides covered in shingle or metal materials which meet a relatively flat roof; typically used as a vertical siding element for an upper floor.
Masonry	Refers to building materials that are unitized and made of materials derived from the earth such as brick, stone, or concrete blocks. Poured concrete is not masonry.
Massing	The overall form or shape of a building which may be in reference to the physical context of the neighborhood or street.
Open Space	Space not dedicated to buildings or accessory uses to buildings such as parking lots; often public access such as a park but individual lots have open space requirements as determined by zoning regulations.
Paving	Exterior surfaces including sidewalk, paths and walkways to buildings, parking lots, etc. Related to accessibility.
Previewing	Successful storefronts allow people to preview the business by what is displayed in its windows or signage. Small windows, solid walls, and opaque surfaces prevent a visual connection and may intimidate people in general.
Right-of-Way	Streets, sidewalks, and walkways that pass between privately owned blocks of lots or parcels. Public streets and sidewalks are owned by the public and managed by the city on behalf of the public. They are always available for public access and cannot be controlled by private interests.

GLOSSARY

Scale	For the purposes of these guidelines, the size or magnitude of a building or building element in relation to the size of other objects such as people, other buildings, open space, etc.
Schematics	Drawings and designs that are conceptual in execution but usually contain enough information for preliminary cost estimates, and/or to convey the design intent.
Setback	A dimensional requirement established within each zoning district for how far a building is required to be setback (in feet) from each property line. The setback of existing buildings, even if not currently compliant, are permitted under a grandfather” clause.
Signage	Establishment sign, logo, and other information to convey the business name and/or use and attract users/customers. Also, important is that the building/company street number (address) is clearly visible.
Signboard	An area of the storefront above the glazing or windows which is a traditional location for signage. May be referred to as fascia.
Streetscape	The appearance of the environment of a street that includes sidewalks, paving materials, trees and other plantings, lighting, signage, buildings, vehicles (including bikes), parking, traffic and pedestrians.
Transom	Fixed or operable window that is typically located above a door or other window; traditionally used for securely venting a space without compromising building security. May be also thought of as clerestory.
Use/Uses/Users	How buildings and spaces are used by people?
Variance	For a specific project this usually involves an allowed change to the zoning requirements granted by the City to accommodate a specific dimensional or other need requested by a property Owner.
Window Treatment	Finish items applied to windows for shading or privacy such as blinds, shades, curtains, etc.
Zoning	The regulations determined by the City which determine the various districts in the city and what uses are best suited for that district. Determines physical and spatial requirements relative to building height, opens space requirements, building setbacks, signage requirements, parking requirements, etc.

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